

ABSTRACT

5 A method is provided for selling a perishable-receiving premium container, the  
method including providing the container adjacent to a display of a perishable, wherein the  
container is adapted to be used by a consumer to place the perishable into the container;  
charging the consumer for the perishable; and charging the consumer for the container  
based on indicia on the container. In addition, a method is provided for offering a  
consumer a choice between disposable perishable-receiving containers, the method  
including providing a premium container adjacent to a perishable; providing a standard  
10 container adjacent to the perishable; allowing the consumer to choose between the  
standard and premium containers; and charging the consumer for the container chosen  
based on indicia on the container, wherein the charge for the premium container is greater  
than the charge for the standard container.

15